

Semi-Annual  
China and Glass-  
ware Sale Now  
In Progress.

R. H. Macy & Co.'s Attractions Are Their Low Prices  
**Macy's**  
Herald Square Broadway, 34th to 35th St.

Homefurnishings,  
Silverware and  
Lamps Sharply  
Reduced.

## Little Tots' Coats and Dresses

At Remarkable  
Prices



To see them is to buy them! They are made of splendid materials and in such simple and cunning styles. Priced less than similar garments elsewhere. Materials of dresses vary between gingham, chambray, corded dimity and linene; while the colors are the usual tans, rose, blue, green in stripes, checks and plain.

On sale in the Special Section for Children from 2 to 6 years.

At 44c—Verified price elsewhere, 60c. 5 styles in laced middie dresses or bepoeketed waist effects.  
At 69c—Verified price elsewhere, \$1. Three bloomer dresses in French style. Contrasting collars and cuffs.  
At \$2.24—Verified price elsewhere, \$2.95. Button-to-waist dresses with bloomers. Hand-smocked; white pique collar, cuffs and belt.

94c—Middie dresses, 3 styles—either lace front or slip-on. Tiny pockets and ties.  
\$1.39—Smocked in Empire style with feather-stitched collar and cuffs. A cute dress of corded dimity. Illustrated.  
At \$2.69—Two styles—both illustrated. One bloomer dress smocked back and front in contrasting colors; the other—Empire model—hand-embroidered pockets, vest and belt.

\$1.49—Extra full bloomer dress with pointed empire effect. Pique collar and cuffs. Illustrated.  
\$1.89—Little coatee dress has white poplin underbust. Hand-smocked in contrasting colors. Illustrated.

### Becoming Spring Coats

Blue serge or check coat—a flaring model belted and smarter for hand-embroidered and hand-smocked collar and cuffs. Silk lined throughout. \$5.74. Verified price elsewhere \$6.50.  
Other coats in new styles up to \$25.75

### And Cunning Little Hats of Milan Hemp

One—hand-made and prettily trimmed with velvet flowers and velvet ribbon—comes in navy, Copenhagen, rose and green. At \$2.89  
A tailored model trimmed with fruit and plain or pleated velvet ribbon. Navy, rose and green. Verified price elsewhere \$2.95. At \$1.89

## Big Boys! Little Boys!

You'll Like These Suits at \$4.89  
With Extra Trousers



Because they have the style and comfort a lad wants. Your parents will appreciate this low price for all-wool fabrics. All of our Norfolk Suits are lined with alpaca.

For the youngster from 2½ to 8 years—Our famous "Wee George," the fabrics are blue and brown serge and fancy mixtures in gray and tan. The tailoring is up to the standard "grown-ups" always expect at Macy's, and the patch pockets and belt give a snap and dash to this Spring, 1916, model.

For the lad from 7 to 18 years—The new shades of brown, gray and tan, or the Spring mixtures are in unusual variety. The two models are right up to the minute in smartness and the excellent tailoring means extra service.

Macy's—Second Floor, Rear, 34th St.

The Cleverest Toy Yet.

## Menagerie Piano, \$1.29



A tuneful little piano with animal pictures on the keys which correspond to the animal notes of the music cards.

Any little tot will enjoy picking out the old favorite tunes such as "Annie Laurie," "Old Folks at Home," "Home, Sweet Home," etc.

Extra music charts with two pieces on each, 46c box of 6.

Macy's—Fifth Floor, 34th St.

## Mother Goose Baby's or Child's Sets

74c Set of 3 Pieces

These attractive sets for children are made of heavy silver plate upon a nickel silver base.

The patterns are found usually in high grade sterling silver, and for the first time are made in plated ware.

For Baby. The Bo-Peep set has Bent Handle Baby Spoon, Fork and Pusher in a quaint model easy for a child to handle. The handles are pierced and embossed with a figure of Little Bo-Peep.

The Child's Set has a Knife, Fork and Spoon of graceful design. The handles in pierced decoration show Mary and her little lamb.

Macy's—Main Floor, Front



If you are unable to visit the store, send your order by mail or call up Macy's on the 'phone 6100 Greeley. Prompt attention assured.

R. H. Macy & Co.'s Attractions Are Their Low Prices.  
**Macy's**  
Herald Square Broadway, 34th to 35th St.

OUR Personal Shopping Service is at your disposal. Apply to any Section Manager on the Third Floor or at the Main Floor Superintendent's Desk.

## Sale of China and Glassware

"Straus" Cut Glass	Theodore Haviland Dinnerware	10 Casks German China
Olive Trays, 69c Bonbon Dishes, \$1.19 Cream Bowls, \$1.69 Mayonnaise, \$2.49 Water Jugs, \$2.69 Oval Ice Cream Trays, \$2.97 Covered Butter Dishes, \$3.49 Relish Dishes, \$3.49 Oblong Ice Trays, \$3.49	Dinner Plates, 39c Tea Plates, 29c Coupe Soup Plates, 29c Preserve Dishes, 23c Covered Butter Dishes, 97c Meat Dishes, 97c Meat Dishes, 69c Meat Dishes, 123c Soup Tureens, 197c Pickle Dishes, 49c Tea Cups and Saucers, 39c	Plates, ea. 10c, 11c & 12c Oatmeal Dishes, ea. 12c Cups & Saucers, ea. 19c Preserve Dishes, ea. 9c Theodore Haviland Dinner Sets, decorated, \$17.69 and \$32.50

Macy's—Basement.

## Silverware of Distinction

This low priced Sterling Silver Tableware, designed with a grace and simplicity that is unusual even in the more expensive articles, is a strong attraction at this Sale of Furnishings. You will find the following pieces at

84c each

Cream Ladles, Smoked Beef Forks, Olive Spoons, Iced Tea Spoons, Bon Hon Spoons, Pickle Forks, Oyster Forks, Bouillon Spoons, Sardine Forks, Sugar Spoons, Marmalade Spoons.

The handles are of a Colonial pattern, and decorated with a shield. Each piece is from 3¼ to 6¼ inches long, and of good weight.

Two Script Initials Engraved without Extra Charge

Macy's—Main Floor, Front.

## Housefurnishings

Priced Lower Than Anywhere Else in the City.

Macy's usual Price	Sale Price	Macy's usual Price	Sale Price
Folding Step Chair, \$1.43	\$1.19	Oak Trays for invalids, \$1.66	
Folding Card Table, \$1.73	\$1.49	Polished Oak Knife Boxes, 3 divisions, 54c	
Medicine Cabinets, with beveled glass mirror (10x14 in) \$2.97	\$2.74	Oak Framed Mirrors, beveled glass, size 18x18, \$1.59	
Kitchen Table—full size 3½ ft. finished with drawers and square tapered legs, \$3.56	\$2.64	Hardwood Ham Boards, 16c and 19c	
House Steps—24 in., 3 steps, \$1.49		Covered Bottom Ironing Board, 49c	

Macy's—Basement, 35th St.

## The Clocks With Chimes

have won the admiration of every one who visited Macy's during the first day of the Household Furnishing Sale. Beautifully made, in oak or mahogany, they are an ornament to any room. They all have genuine Seth Thomas works and are excellent time keepers. The chimes are either Whittington or Westminster, resounding on sweet, resonated bells. And the prices are exceedingly low, much lower than they will be for a long time to come, owing to the decided increase in the cost of labor and metals. Don't neglect this opportunity to get one of these mantel or wall clocks. Special at \$14.89 to \$33.50.

Macy's—Basement, Front.

## New Spring Blouses

Daily Arriving



Macy's—Third Floor, 34th St.

Just a hint of the many new styles to be found in our Blouse Section, all at moderate prices.

The Jabot Blouse, illustrated, comes in fine quality Voile in beautiful shades of Rose, Pearl, Bisque, Blue and White. Very full jabot picot edged; crocheted ball buttons on shoulders and cuffs; blouse joined with velveting. \$3.69

Flesh or White Voile fashions a dainty blouse with finely tucked front and back; sailor collar, long revers and cuffs edged with fillet lace. \$3.49

Three models of white embroidered Voile are very effective; one with all-over embroidered front has trimming of Venice lace; another daintily trimmed with Val; and the third has tucks, hem-stitching lace edge and insertion. \$1.69

## Smart Silk Handbags

Eleven Models at \$4.79

That Milady's handbag may be every bit as new and smart as her Spring Suit, these ultra-fashionable bags were brought out at this most reasonable price.

Fashion has seemed to indicate that she prefers these deep, graceful bags to be in tones of dark blue, brown, pearl gray, light tan, as well as the ever-favored black. The materials—rich satins, or heavy moire, the linings—beautifully striped satins or silks in futuristic and milder designs.

But the style of six other bags—some with carved teakwood clasps, some with metal corners and all capacious—will meet the ideas of the woman of more conservative taste.

Macy's—Main Floor, 34th Street

## Solid Gold Novelties At Clearance Prices

These beautiful novelties are of solid gold, 10 or 14 kt. fine, in handsome designs, desirable for wedding presents or gift occasions.

The following closing-out figures give an adequate idea of how low prices are at Macy's for jewelry and novelties of the highest quality.

Was	Sale Price	Was	Sale Price
Solid Gold Vanity Case, \$199.00	\$149.00	Solid Gold Mesh Bag, \$69.25	\$44.50
Solid Gold Vanity Case, \$177.90	\$124.00	Solid Gold Mesh Bag, \$73.50	\$47.50
Solid Gold Powder Box, \$39.75	\$29.75	Solid Gold Mesh Bag, \$104.00	\$59.50
Solid Gold Powder Box, \$19.24	\$16.49	Solid Gold Mesh Bag, \$234.00	\$159.00
Solid Gold Long non, \$19.89	\$12.49	Solid Gold Mesh Bag, \$299.00	\$199.00
Solid Gold Mesh Purse, \$48.25	\$29.50	Solid Gold Mesh Bag, \$394.00	\$269.00

A large assortment of gold pencils, gold tooth-picks and match boxes at greatly reduced prices.

Macy's—Main Floor, Broadway.

For Rain or Fair Weather

## Cane, Silk Umbrellas, \$2.97

Macy's usual price \$5.94

With the inclement season ahead, this is the most practical umbrella for travelling or town use, as it combines the smartest of canes with the best of umbrellas.

The high grade silk umbrella is very close rolling, with standard make frame and Prince of Wales "arm" handle. The telescope case is of prepared fibre, finished in Malacca, Partridge or Rosewood, and collapses into small space when the umbrella is needed.

200 Excellent Cane Umbrellas, \$2.79

Macy's usual price \$3.49

Children's Umbrellas, 59c each

A sturdy, serviceable umbrella which children will like, for the handles are designed like "grown-ups" umbrellas.

There's decided economy in having that worn umbrella repaired or re-covered at Macy's low prices.

Main Floor, Broadway & 35th St.

MOM  
Macy's Own Made  
CANDY

## Served With Coffee and Liqueurs

Macy's Own-Made Candied and Salted Nuts grace the dinner's end.

GLACE NUTS—Almonds, Walnuts, Pistachios, Cashew Pecans, etc. 79c Pound

SALTED NUTS—Almonds, Pecans, Walnuts, Cashew, Pistachio Nuts in Shells, etc. 98c Pound

JUMBO PECANS—The highest type of perfection in a salted nut. \$1.98 Pound

JORDAN ALMONDS—In delicate dinner shades. 59c Pound

FLOT ALMONDS—The aristocrat of candied almonds. 89c Pound

MOCALETTES—A Man's Confection. Small, spicy coffee beans, smoothly coated with chocolate. 79c Pound

Macy's—Main Floor, Center, Rear.

## Hand Embroidered Linen Handkerchiefs

12c each



A large purchase, 40,000 handkerchiefs in all, gives us another opportunity to show you the price advantage of large cash purchases. A splendid variety of novel designs in plain and colored handkerchiefs.

Macy's—Main Floor, 34th St.

## Hand Colored Carbonettes

Reproductions, colored in water colors, of the works of old and modern masters, in a large variety of subjects. Every picture enclosed in a 2-inch antique gilt frame, special 99c. Price elsewhere, \$1.25.

Macy's—Fourth Floor, 34th St.

## Ribbons

There are few things in the realm of women's garments to-day on which ribbon does not play an important part. Of good quality and usable width these ribbons—

All-Silk Taffeta, with self colored dot, also new ribbon in check of dots, 2½ inches wide. Macy's Usual Price 49c. Special 21c

Faille Ribbon, in full range of beautiful colors and black. 7½ inches wide. Heavy quality, the kind most wanted now. Macy's Usual Price 49c. Special 39c

Macy's—Main Floor, Center.

## Silk Frocks and Novel Skirts

For Misses and Young Women



Full of smartness and youth, these dresses and skirts reveal Spring's touches in line, likewise in fabric. They come in sizes 14, 16 and 18.

Silk net and satin figure in the composite dinner frock illustrated. A skirt of net displaying two wide satin folds falls over an underskirt of satin. A corsage effect of satin, richly beaded and hand-embroidered. Silk net forms bodice, deep round collar, and long sleeves that end with satin-edged flare. Flesh, gray, bisque, navy and black. \$39.75

Pearl gray taffeta makes another attractive dress. Long tunic at sides and back, finished with cord and pleated frilling. A bit of taffeta in contrasting color is revealed under the silver lace vestee. Silver lace at wrist and neck. Tiny metal buttons trim the simple girdle and line of shoulder where round collar starts. In navy, green, Copenhagen, rose and black as well as gray. \$24.74

Simple and individual of style this coatee dress of taffeta. Its clever little coatee is button trimmed and smartened by a standing over-collar and vestee of white Georgette crepe. Sleeves of self colored Georgette crepe have bell cuffs of taffeta. Full and flaring skirt. Navy, green, Copenhagen, rose, gray and black. \$15.74

White taffeta fashions a full and decidedly smart dress skirt. Two deep folds at sides and back of skirt, and an original yoke effect with eight large hand-crocheted buttons make this model unusual. \$19.74

Sport skirt of heavy awning stripe linen crash. Large patch pockets, huge pearl buttons and wide self color belt figure prominently in this model. In stripes of green, Copenhagen, rose and black. 7.49

Navy colored wool poplin is the material of a button trimmed and belted skirt. It is a full and flaring model that fastens at the side. Navy, black, brown and green. \$6.49

Another sports wear skirt is this smart corduroy model. Shirred high at the back it is finished with half-belt. Large white pearl buttons on belt and side pockets. Rose, Copenhagen, navy, dark gray and black. \$4.89

Macy's—Third Floor

## Spring Importation Shows the Splendor of Spangles

Rich stores of spangled flouncings, bandings and garnitures are among our newest importations and they are as beautiful in color and design as any woman could wish.

Some are in dark rich tones, others in the light and fleeting opalescent shades. Some are wonderfully brilliant—sapphire, emerald, purple or rich bronze—others delicate and soft—pearl gray, iris and dull white. Whatever they are, they are highly effective and fashionable.

A particularly beautiful effect is seen in a 40-inch flouncing, adorned with rows of spangles from which fall pendant-like drops. \$9.48 yard

And quite new is an all-white effect of little white beads and oyster white spangles—it is seen on smart mourning gowns. Bands, 1½-inch to 6-inch, \$2.74 to \$4.39. Flouncings, 27 to 40 inches, \$2.74 to \$4.39. Bands, 27 to 40 inches, \$2.74 to \$4.39. Bands, 27 to 40 inches, \$2.74 to \$4.39.

Handsomely be-spangled garnitures that may be had in almost any shape—Eton, pointed or with poplin—come in almost every color and are wonderfully effective garnitures.

Modistes and every one interested in choosing Spring trimmings and garnitures will do well to make selections from this splendid collection.

Macy's—Main Floor, 34th St.

## Your Chance to Secure Silk Mull Comfortables

Special at \$2.44 each

We were fortunate in placing orders some months ahead, before the increase in the price of dyestuffs, and consequently are able to offer these fine Comfortables at a price which cannot be duplicated for some time to come.

Only 500 of these Silk Mull Comfortables—a variety of floral designs on light grounds with plain mull borders to match; tufted centres; for full size and three-quarter beds. Colorings are pink, blue, rose, lavender and yellow.

Macy's—Basement, Rear.

## During the Month of March We Will Sell Macy's Soft or Hard Water Peroxide Soap

for the Toilet and the Bath at 4½c a Cake

(for the other eleven months of the year it will be 7c a cake)

Packed 12 cakes in paper box, and 12 paper boxes in corrugated paper container.

A year's supply for the average family is about one gross cake.

For Offices, it is most appropriate. Macy's Soft or Hard Water Peroxide Soap is one of the best soaps that can be made. It is so pure it

may be used on the most sensitive skin without fear of irritation.

Men may use it for shaving as well as for the toilet and bath.

The price, 4½c a cake, or \$6.48 a gross, is exceptionally low, as this year has brought many advances in the cost of raw materials; we therefore suggest that you supply yourself generously at the low price quoted.

During March We Will Also Sell

## Macy's Complexion Soap

(Dozen Unscrapped Cakes) 59c

Macy's Usual Price for a dozen unscrapped cakes is \$1.44.

This soap we recommend; it is offered in competition with so-called medicated soap sold elsewhere at 18c a cake. Many of our customers state that they prefer Macy's Complexion Soap to the medicated soap.

Remember—this offer holds good only during the month of March.

On Sale in the Drug Dept

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Herald Square, Broadway, 34th to 35th St.

Main Floor, Rear, 34th Street